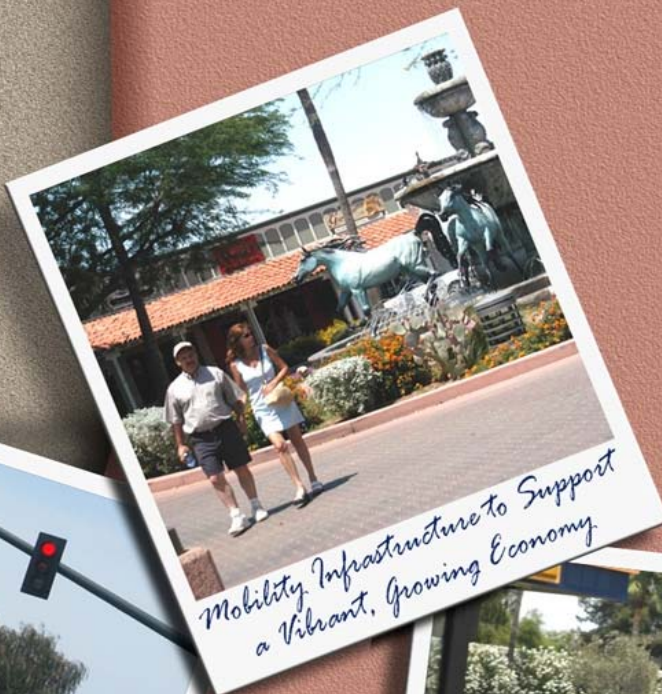
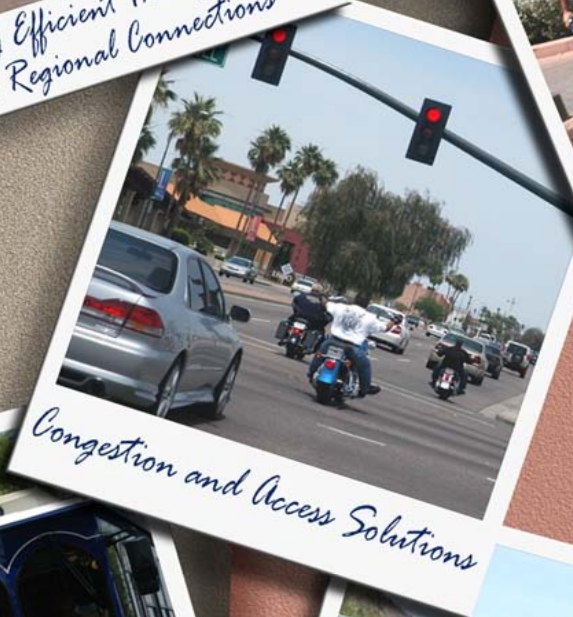


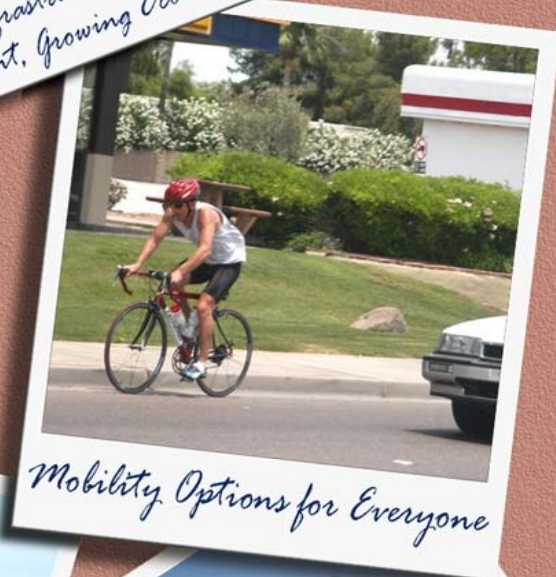
*Providing Efficient Through Routes
and Regional Connections*



*Mobility Infrastructure to Support
a Vibrant, Growing Economy*



Congestion and Access Solutions



Mobility Options for Everyone



Complete Modal Integration



*Suburban and Urban
Transportation Solutions*



Visualizing Future Facilities

City of Scottsdale Transportation Master Plan Public Engagement Plan

**CITY OF SCOTTSDALE
TRANSPORTATION MASTER PLAN**

**DRAFT
PUBLIC ENGAGEMENT PLAN**

1/13/2006

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PURPOSE

The purpose of this plan is to describe how the public engagement process, which supports the development of the City of Scottsdale Transportation Master Plan, will be executed. This plan identifies:

- Key stakeholder groups and organizations
- Jurisdictions and contact persons for each key stakeholder group or entity
- Meeting formats and approximate dates
- Specific HDR and City staff who will manage and participate in each public involvement element
- Outreach material formats and/or graphic standards
- Physical location of the project website and address
- Specific meeting notification and project communication techniques

HDR and City staff will manage and participate in each public involvement element.

ADMINISTRATION OF THE PUBLIC ENGAGEMENT PROCESS:

SUMMARY OF DELIVERABLES FROM HDR SCOPE OF SERVICES

Deliverable Section	Described in Plan
Board and Commission Meetings (6 meetings total)	Meeting Formats and Dates
City Council (4 meetings)	Meeting Formats and Dates
Comment Matrix	Record Keeping
Community Working Group Meetings (up to 11 meetings)	Meeting Formats and Dates
Inter-jurisdictional Group (3 meetings)	Meeting Formats and Dates
Mailing Lists	Record Keeping
Meeting Agendas	Record Keeping
Meeting Notices	Collateral Materials
Meeting Summary Minutes	Record Keeping
Newsletters (6 newsletters)	Collateral Materials
Ongoing Public Updates of the Master Planning Process	Meeting Formats and Dates
Public Engagement Plan	Purpose
Press Releases	Collateral Materials
Project Website	Collateral Materials
Staff Interdepartmental Team Meetings	Meeting Formats and Dates
Staff Steering Committee Meetings (as determined by City)	Record Keeping
Stakeholder Meetings	Meeting Formats and Dates
Transportation Commission (5 meetings)	Meeting Formats and Dates
Transportation Workshops/Education Opportunities	Meeting Formats and Dates
Workshop I	Meeting Formats and Dates
Workshop II	Meeting Formats and Dates

TIMELINE

A detailed project timeline is located in Appendix A of this plan. Specific public engagement activities will be held on or near the times listed below:

Name of Entity	Approximate HDR Meeting Dates
City Council	Meeting 1 – May 2, 2006 Meeting 2 – October 17, 2006 Meeting 3 – January 16, 2007 Meeting 4 – February 6, 2007
Transportation Commission (monthly updates from city staff)	Meeting 1 - January 19, 2006 Meeting 2 - March 16, 2006 Meeting 3 - May 18, 2006 Meeting 4 - October 19, 2006 Meeting 5 – December 21, 2006 Meeting 6 – January 18, 2007
Workshop I	evening of April 18 – evening of April 20, 2006
Workshop II	mid-September
Interjurisdictional Meetings	Meeting 1 - January – April 2006 Meeting 2 – October – November 2006 Meeting 3 – December 2006 – January 2007
Other Boards and Commissions	Meeting Series 1 - January – April 2006 Meeting Series 2 - October – November 2006
Public Educational Workshops	Saturday, March 18 and Saturday, April 1, 2006
Stakeholder Meetings	March 1-2, 2006
Community Working Group	Meeting 1 – January 26, 2006 Meeting 2 – occurs in conjunction with April Workshop I Meeting 3 – May 11, 2006 Meeting 4 – August 24, 2006 Meeting 5 – occurs in conjunction with September Workshop II Meeting 6 – November 30, 2006 Meeting 8 – January 11, 2007

Additional meetings dates with the City Council, Transportation Commission, Other Boards and Commissions, and community stakeholders will be held with city staff providing updates and gathering public input.

RECORD KEEPING

HDR Staff Contact: Pat Gappa

MEETING SUMMARY MINUTES

HDR will take and maintain summary minutes of all meetings with the exception of meetings minutes for City Boards and Commissions and the City Council. A draft copy of all meeting minutes will be provided to the City project manager for review and comment. Copies of all summary and other official meeting minutes related to this project shall be posted on the project website.

Any action items from the minutes will be highlighted with responsible party and deadline.

COMMENT MATRIX

HDR will maintain a matrix of all comments provided through the process via email, post, telephone, and through formal channels (e.g., feedback forms) at public meetings. Bi-weekly updates shall be provided to the City for posting on the project website. Comments posted on the project website shall include first name (if available) as the only identifying information unless otherwise requested by the individual making the comment.

STAFF STEERING COMMITTEE MEETINGS

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales

The Staff Steering Committee includes Teresa Huish, Mary O'Connor and Dave Meinhart. Staff Steering Committee meetings will be held every month throughout the project. The meetings will be set at the discretion of the City project manager and may take place over the telephone. The purpose of these meetings is to discuss overall project progress, status of deliverables, and coordination of the planning process and public engagement effort.

MAILING LISTS

The City of Scottsdale will maintain all project mailing lists. All meeting notices shall be English/Spanish and mailed via the United States Postal Service by the City of Scottsdale.

CITY OF SCOTTSDALE PROJECT MANAGER CONTACT INFORMATION

Teresa Huish
City of Scottsdale
Transportation Department
7447 East Indian School Road, Suite 205
Scottsdale, AZ 85251
Email: thuish@ScottsdaleAz.gov
Phone: 480-312-7829

HDR PROJECT MANAGER CONTACT INFORMATION

Charlie Hales, Project Manager.
HDR Engineering, Inc.
3200 East Camelback Road, Suite 350
Phoenix, AZ 85018
Email: Charlie.hales@hdrinc.com
Phone: 503-957-4063

KEY STAKEHOLDERS, STAKEHOLDER GROUPS AND STAKEHOLDER ORGANIZATIONS IDENTIFICATION

COS Staff Contact: Teresa Huish

HDR Staff Contact: Courtney Cadice

As the project moves forward, HDR and the City of Scottsdale will engage a broad spectrum of organizations, community leaders, and individuals throughout the City. The Public Engagement process will include interviews and focus groups, workshops, neighborhood/community group meetings and City staff attendance at events, ongoing updates to the Transportation Commission, links to the City's website, a project newsletter, email notification and subscription update, in addition to the community working group. The intention is for the process to be comprehensive and inclusive with all those interested in participating having the opportunity to participate and open access to the process. City staff will also be encouraged to participate in the process through the Staff Interdepartmental Team. An additional method of feedback and involvement is to use an informal Community Working Group focusing on a wide variety of community views and interests. The group includes community stakeholders: residents, property owners, business owners, the Scottsdale Area Chamber, members of neighborhood and community groups, and Transportation Commission members. The members of the Working Group, other organizations and individuals which have expressed an interest in the project or who are likely to express an interest or who have been identified to date, are listed in Appendix B. These lists will be maintained and updated regularly by HDR as HDR and the City are contacted by additional organizations and individuals expressing an interest in the planning process.

Individuals and organizations on these lists shall, at a minimum, be informed of all public meetings and workshops, be provided with collateral information such as project newsletters or press releases, and informed, in writing, of the project website address.

COLLATERAL MATERIALS

WEBSITE

COS Staff Contact: Teresa Huish (interim)

HDR Staff Contact: Laura Paty

The purpose of the project website is to provide a digital 'one-stop shop' for current and previously released project information. The website address shall be included in all press releases, newsletters, project fact sheets or brochures, meeting notices, agendas and minutes, alternative plans, draft and final plans and reports, public comment logs, and other review documents produced by HDR and the City. The project website will provide access to these documents and also include a project timeline and may include links to other sites relevant to the Master Plan. Project documents such as draft and final reports, meeting agendas and minutes, newsletters, studies, white papers, and public comment logs shall be provided, in conformance with the City's Web Content Manual, by HDR, to the City of Scottsdale in a format suitable for posting on the project website. The project website shall be maintained by the City. The City will identify a target date by which the website will be available to the public.

NEWSLETTERS

COS Staff Contact: Rick Forgas

HDR Staff Contact: Laura Paty

During the project, up to six newsletters will be provided to the City, in conformance with the City's graphic design standards. The purpose of the newsletters will be to alert stakeholders to upcoming events held as part of the planning process, provide an opportunity for comment and feedback, and maintain interest in the project during 'quiet times' entailing research and plan development. Each newsletter will be a four page, two color, 11"x17" format. Working with the City, HDR will develop a format for the newsletter, develop stories and graphics for the newsletter, and provide the City project manager with a draft newsletter three weeks prior to the print date and a print-ready copy of the newsletter approximately two weeks prior to the print date.

The content of the newsletters is anticipated as follows:

In every newsletter: website address, COS contact information, HDR contact information, request for ideas/comment form, where we are in the process timeline, and upcoming Community Working Group and Citizens Transportation Commission meetings (or other public board/committee meetings where this plan is on the agenda). Quotes from participants in the planning process, which

describe their thoughts on information developed and presented, will also be solicited and included in the newsletters. All newsletters will be translated into Spanish by HDR. The City shall review and finalize all Spanish language translations.

Newsletter 1: Project Kick off Newsletter

Approximate Publication Date: Late January 2006

Potential Stories: Purpose of the Master Plan, Master Plan timeline, specific issue areas that will be addressed by the Master Plan.

Newsletter 2a: Project Reconnaissance Newsletter

Approximate Publication Date: Early March 2006

Potential Stories: The transit alternatives analysis process/choosing a public transportation mode for Scottsdale Road.

Newsletter 2b: Alternatives Workshop Notification Newsletter

Approximate Publication Date: Early March 2006

Potential Stories: What is a "design" workshop, preliminary results from screen line studies, draft vision, goals, HCT evaluation criteria.

Newsletter 3: Workshop I Outcomes.

Approximate Publication Date: June 2006

Potential Stories: Summary of workshop presentations, evaluation measures, description of alternatives, summary of ideas and comments.

Newsletter 4: Workshop II Newsletter

Approximate Publication Date: October 2006

Stories: Preliminary findings of the Alternatives Evaluation, outcomes of the second workshop.

Newsletter 5: Final Alternative Newsletter

Approximate Publication Date: November 2006

Stories: Summary of the Master Plan, description of public process, public hearing dates.

Newsletter 6: Final Adopted Plan Summary Newsletter

PRESS RELEASES/MEDIA RELATIONS

COS Staff Contact: Pat Dodds, Communications and Public Affairs Director

HDR Staff Contact: Charlie Hales

Local and regional media are considered key participants in the public engagement process for this plan. All media inquiries, whether by phone, in person or informally at meetings, will be directed to the City project manager. Throughout the project, the City will issue press releases to announce the public educational workshops, the alternatives development Design Workshops, and the preferred draft and final draft review meetings. Significant project findings will also be announced through press releases which direct readers to the City's website. All press releases will include the project website address and City of Scottsdale contact information.

MEETING NOTICES

COS Staff Contact: Teresa Huish, James McIntyre

HDR Staff Contact: Courtney Cadice

At least fifteen days prior to all public meetings regarding this project, with the exception of Board and Commission meetings at which this project is a scheduled item of discussion, the City of Scottsdale shall provide notice of the meeting to the City Clerk and mail copies of the meeting notice to all of the individuals and entities listed in on the jurisdictions, influence leaders, community working group, and public mailing lists.

ONGOING UPDATES

Throughout the process, City of Scottsdale staff will provide ongoing updates on the planning process to the community at public events, community meetings, and other venues, monthly updates to the Transportation Commission at their monthly meeting, and updates to the City Manager and City Council.

MEETING FORMATS AND APPROXIMATE DATES

COS Staff Contact: Teresa Huish, James McIntyre

HDR Staff Contact: Steve Coyle

The public engagement meetings represent important junctures during the planning process where community input is gathered and used to guide the development of policies and plans and the transit “alternatives analysis” developed in this effort. Generally, the planning process includes four stages: Research, Concept Formulation, Synthesis, and Draft and Final Plan Review. During the Research phase, the consultants and staff gather data about the issues that will be considered during the planning process. During the Concept Formulation phase, ideas and alternative plans and policies are developed. During the Synthesis phase, the concepts are evaluated and reduced into a draft plan. The Draft and Final Plan Review phase includes fine tuning and refining the draft plan into the product that is ultimately submitted to the Council for consideration. The participation of the Scottsdale public, the Scottsdale business community, and other entities is essential for the planning process to be successful.

To engage the public and involve them in the planning process, five types of public engagement meetings are envisioned throughout the project. These are “one-on-one” stakeholder meetings, alternatives Workshops, other workshops, open houses, and formal presentations to an elected or appointed board, commission, working group, committee or Council. Stakeholder meetings and workshops are planned to occur in the Research phase of the planning process. The Workshop is planned to occur during the Concept Formulation phase of the planning process. Open houses are planned to occur during the Synthesis phase of the planning process. The Draft And Final Draft Plan Review will occur through presentations to identified boards, commissions, and other entities and the final Community Working Group meeting, which will also be advertised as a public open house. Throughout the process, presentations to elected and appointed entities are anticipated to occur on a regular basis. In particular, at least one regularly scheduled presentation by HDR to the Community Working Group and Transportation and Airport Advisory Boards is anticipated to occur during each stage of the planning process. The formats and approximate dates of these meetings are described below. **NOTE:** All meetings will be advertised by the City through media, direct mail, the project website, and the project newsletter. HDR shall provide Spanish language speakers at all public meetings. All meeting locations will be secured by the City of Scottsdale.

RESEARCH PHASE

The goals of this phase of the public engagement process include:

- Informing the community of the Master Plan process and planning timeline.
- Creating community interest in the Master Plan process.
- With each stakeholder group:
 - Identify key categorical transportation planning objectives held by the community.
 - Identify, clarify, quantify and/or qualify the decision making process within each objective.
 - Identify, clarify, quantify and/or qualify, with each stakeholder group, the opportunities and constraints within each objective.
 - Prioritize the objectives with each stakeholder group.

STAKEHOLDER MEETINGS

COS Staff Contact: Teresa Huish

HDR Staff Contact: Steve Coyle

Approximate Meeting Dates: March 1 and 2, 2006

During this portion of the process, HDR will arrange meetings and meet with key stakeholder groups of one to four persons over a two-day period. The key stakeholders that may be interviewed may be selected from the individuals and organizations included in Appendix B of this Plan. HDR will work with the City of Scottsdale to identify specific stakeholder individuals and organizations to meet with during the two-day period. The meetings will be hosted by the City and held at north, central, and south locations within the City, locations to be determined by the City. HDR will keep summary minutes of these meetings. These minutes will be summarized in a non-attributed public comments and ideas matrix and provided to the City.

TRANSPORTATION WORKSHOPS/EDUCATION OPPORTUNITIES

COS Staff Contact: Teresa Huish

HDR Staff Contact: Steve Coyle

Approximate Meeting Dates: March 18 and April 1, 2006

Key to the planning process is developing clear, objective metrics by which alternative concepts, initiated by the public and refined by HDR and the City, will be evaluated. For the plan to be sensible and meaningful, the metrics must be meaningful. These metrics could be in the form of non-quantitative Master Plan goals and objectives or in the form of specific measurements such as capacity, vehicle miles traveled (VMT) or overall travel speeds. Community support and ownership of the evaluation metrics will translate into support and ownership of a recommended plan. Two educational workshops are planned as a means of providing the community with a basis of knowledge to develop the metrics and a rational context to discuss their ideas and participate in the development of meaningful objectives.

The specific content of these workshops will be determined by HDR and the City. The workshops could focus on any number of transportation concerns including defining traffic congestion, safety, accessibility/universal design, bicycle/pedestrian conflicts, the role of pedestrian facilities in the overall transportation system, public transportation, and vehicular issues including speed, truck routes, and access management.

Each workshop will be held on a weekend, take approximately four hours, and have a similar format, described below:

8:30 – 9:00 a.m.	Registration.
9:00 – 9:30 a.m.	Introductions, review of the workshop purpose and Master Plan process and products.
9:30 – 10:30 a.m.	Guest speakers/guest speaker panel on determined topics. Include questions and answers from workshop participants.
10:30 -11:30 a.m.	Facilitated table exercises to develop plan evaluation metrics and Master Plan goals. The tables will be organized by sub-topic (e.g., the non-motorized workshop could include tables to determine metrics for bicycles, equestrian facilities pedestrian safety, transit, accessibility).
11:30 a.m. -12:30 p.m.	Tables report back.

CITY COUNCIL**COS Staff Contact:** Teresa Huish**HDR Staff Contact:** Charlie Hales

The City Council will be informed of the progress of the project at intervals throughout the planning process. Their role is to provide direction on behalf of the City.

TRANSPORTATION COMMISSION**COS Staff Contact:** Teresa Huish**HDR Staff Contact:** Charlie Hales**Approximate Meeting Dates:** Meeting 1 - January 19, 2006

Meeting 2 – March 16, 2006

HDR and City staff will advise the Transportation Commission of the progress of the project at regular intervals throughout the planning process. Staff will provide monthly updates through a standing Transportation Commission agenda item. The Commission's role is to make recommendations and present ideas that they believe will benefit the City.

Meeting 1: HDR will present a project overview including the scope of work, timeline, and deliverables. The Consultant Team will be introduced to the Commission at this meeting.

Meeting 2: HDR will present the outline of the Educational Workshops for review and discussion by the Commission. Input from the Commission discussion will be used during HDRs development of the criteria by which alternative plans shall be evaluated.

OTHER BOARDS AND COMMISSIONS/INTER-JURISDICTIONAL COORDINATION

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales

Approximate Meeting Dates: Meeting 1 – January - April 2006

These entities will be informed of the progress of the project at intervals throughout the planning process. Their role is to provide comment and direction on behalf of entity/entities which they represent. Boards and Commissions may include the City Planning Commission, Scottsdale Cultural Council, and the McDowell Preserve Commission. The Inter-jurisdictional Working Group may include the jurisdictions of Phoenix, Tempe, Paradise Valley, Cave Creek, Fountain Hills, Maricopa County and entities including the Maricopa Association of Governments, Valley Metro and the Salt River/Pima/Maricopa Indian Community.

Meeting 1: HDR will present the project and present the project scope, timeline, and deliverables and introduce the Consultant Team.

COMMUNITY WORKING GROUP

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales

Approximate Meeting Dates: Meeting 1 – January 26, 2006

The Community Working Group will meet several times throughout the preparation of the Transportation Master Plan. Its role is to provide input and present their ideas and be a feedback loop to the residents and businesses with whom they are associated. The Working Group consists of volunteers who have an interest in the process and will support outreach efforts.

Meeting 1: HDR will present a project overview including the scope of work, timeline, and deliverables with a general outline of the design workshop process. The Consultant Team will be introduced to the Working Group.

* Members of the Community Working Group will be invited to participate in all public involvement opportunities including the Stakeholder Interviews.

CONCEPT FORMULATION

The primary goal of the public engagement process during this phase of the planning process is to develop, with public co-authorship and acknowledgement, alternative planning, design, engineering, economic, and regulatory strategies, techniques and tools for implementing the objectives, using the planning lexicon of alternatives and options. During this phase, City staff will provide ongoing updates throughout the community

WORKSHOP I

COS Staff Contact: Teresa Huish

HDR Staff Contact: Steve Coyle

Approximate Meeting Date: Three evenings and two days during April 18-20, 2006

Design Workshop I will be the public forum through which the Master Plan alternative development process is initiated and the alternatives, which will be tested by HDR, are developed. The workshop will be held at a transit accessible location determined by the City of Scottsdale. The workshop will provide a "kit of parts" that will be provided to participants so they can suggest transportation options that could be considered in the Master Plan. The Community Working Group and other entities will be encouraged to participate in the Design Workshop. The entire HDR project team is anticipated to be available for the Design Workshop. The format of the three night, two day Design Workshop is planned as follows.

Evening 1

6:00 – 6:30 p.m.	Sign in.
6:30 – 6:45 p.m.	Introductions/opening statements.
6:45 – 7:00 p.m.	Design workshops and how they work.
7:00 – 7:30 p.m.	Overview of planning process to date, findings, key issues, evaluation criteria, and planning goals.
7:30 – 8:30 p.m.	Break up into working tables to create preliminary conceptual alternatives.
8:30 – 9:00 p.m.	Tables report out and summarize results.

Day 1

8:30 – 9:30 a.m.	De-brief with City staff.
9:30 a.m. – 5:30 p.m.	Develop first set of alternatives based on preliminary concepts.

Evening 2

5:30 – 8:00 p.m.

Public pin-up review – sketch plans/concepts.

Day 2

8:00 – 9:00 a.m.

De-brief with City staff.

9:00 a.m. - 1:00 p.m.

Consolidate and synthesize concepts into two to four sets of alternatives and options.

1:00 – 2:00 p.m.

Pin-up review session with City staff.

2:00 – 6:00 p.m.

Refine and synthesize concepts into one to three versions with options.

Evening 3

6:30 – 8:00 p.m.

Public pin-up session to review and obtain comments on alternatives.

CITY COUNCIL

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales

Approximate Meeting Dates: Meeting 1 – May 1, 2006

The City Council will be informed of the progress of the project at intervals throughout the planning process. Their role is to provide direction on behalf of the City.

Meeting 1: HDR will present the project and present the project scope, timeline, and deliverables and introduce the Consultant Team. HDR will additionally present the results of the stakeholder meetings, public workshop, and draft plan vision and goals.

TRANSPORTATION COMMISSION**COS Staff Contact:** Teresa Huish**HDR Staff Contact:** Charlie Hales**Approximate Meeting Dates:** Meeting 3 – May 18, 2005

The Transportation Commission will be advised of the progress of the project at regular intervals throughout the planning process. Their role is to make recommendations and present ideas that they believe will benefit the City.

Meeting 3: HDR will present the alternatives developed through Workshop I.

COMMUNITY WORKING GROUP**COS Staff Contact:** Teresa Huish**HDR Staff Contact:** Charlie Hales**Approximate Meeting Dates:** Meeting 2 – occurs at the April Workshop
Meeting 3 – May 11, 2006

The Community Working Group consists of volunteers who have an interest in the process and will support outreach efforts.

Meeting 2: The working group members will participate in the April Workshop.

Meeting 3: At this meeting HDR will present information on the results of the stakeholder meetings, the public education workshops, and the April Workshop I, as well as the evaluation criteria and modeling process used to evaluate each alternative.

SYNTHESIS

The goals of the synthesis phase of the public engagement process are to:

- Performance or “road test” each alternative and option (e.g., strategy, technique or tool) against the agreed upon criteria, and evaluate the results.
- Further develop and refine the best performing alternatives and options, test and re-evaluate;
- Synthesize and/or condense out of the best alternatives and options to arrive at a preferred alternative with (typically) or without options, and re-test and re-evaluate
- Refine the alternatives into a preferred alternative.

During this stage of the process, City staff will provide ongoing updates throughout the community at neighborhood meetings, community organizational meetings, events etc.

WORKSHOP II

COS Staff Contact: Teresa Huish

HDR Staff Contact: Steve Coyle

Approximate Meeting Date: week of September 18-25, 2006

Design Workshop II will be the forum through which the Master Plan alternative concepts and options generated in the Design Workshop I, then tested against the objectives and measures, and refined in the interim, are presented or re-introduced to the public to gather another round of feedback. Also scheduled to begin is the refinement of the feasible concepts and options. The entire HDR project team is anticipated to be available for Design Workshop II. The format of the three night/two day Design Workshop is planned as follows.

Evening 1

6:00 – 6:30 p.m.	Registration.
6:30 – 6:45 p.m.	Introductions/opening statements.
6:45 – 7:00 p.m.	Design workshops process.
7:00 – 7:45 p.m.	Overview of Design Workshop I, and subsequent testing and refinements to date, plus other findings and key issues .
7:45 – 8:30 p.m.	Break up into working tables to provide feedback to the surviving alternatives and develop synthesis ideas.
8:30 – 9:00 p.m.	Tables report out and summarize results.

WORKSHOP II (AGENDA, CONTINUED)

Day 1

8:30 – 9:30 a.m.	De-brief with City staff.
9:30 a.m. – 2:00 p.m.	Develop one 'Preferred Alternative' and options.
2:00 – 3:00 p.m.	Internal pin-up with City staff.
3:00 – 5:30 p.m.	Develop one 'Preferred Alternative' and options.

Evening 2

5:30 – 8:00 p.m.	Public pin-up review – 'Preferred Alternative' and options.
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Day 2

8:00 – 9:00 a.m.	De-brief with City staff.
9:00 a.m.- 2:00 p.m.	Refine the 'Preferred Alternative' and options.
2:00 – 2:30 p.m.	Internal pin-up review session with City staff.
2:30 – 6:30 p.m.	Produce a presentation of the 'Preferred Alternative' and options.

Evening 3

6:30 – 8:00 p.m.	Public pin-up session to review and obtain comments on the 'Preferred Alternative' and options.
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TRANSPORTATION COMMISSION**COS Staff Contact:** Teresa Huish**HDR Staff Contact:** Charlie Hales**Approximate Meeting Dates:** Meeting 4 - October 19, 2006

The Transportation Commission will be advised of the progress of the project at regular intervals throughout the planning process. Their role is to make recommendations and present ideas that they believe will benefit the City.

Meeting 4: HDR will present the recommended alternative developed through Workshop II.

CITY COUNCIL**COS Staff Contact:** Teresa Huish**HDR Staff Contact:** Charlie Hales**Approximate Meeting Date:** Meeting 2 – October 17, 2006

The City Council will be informed of the progress of the project at intervals throughout the planning process. Their role is to provide direction on behalf of the City.

Meeting 2: HDR will present the preferred alternative developed through Design Workshop II.

OTHER BOARDS AND COMMISSIONS/INTER-JURISDICTIONAL COORDINATION GROUP**COS Staff Contact:** Teresa Huish**HDR Staff Contact:** Charlie Hales**Approximate Meeting Date:** Meeting 2 – October-November, 2006

These entities will be informed of the progress of the project at intervals throughout the planning process. Their role is to provide comment and direction on behalf of entity/entities which they represent.

Meeting 2: HDR will present the results of the stakeholder meetings, public workshop, and draft plan vision and goals as well as the preferred alternative developed through the Workshops.

COMMUNITY WORKING GROUP

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales

Approximate Meeting Dates: Meeting 4 – August 24, 2006

Meeting 5 – September Workshop II

The Community Working Group consists of volunteers who have an interest in the process and will support outreach efforts.

Meeting 4: HDR will present the results of the alternatives evaluation and testing.

Meeting 5: The working group members will participate in the September Workshop.

DRAFT AND FINAL PLAN REVIEW MEETINGS

COS Staff Contact: Teresa Huish

HDR Staff Contact: Steve Coyle

The review of the draft and final plan will occur through presentations and publicly advertised meetings. At this point in the process it is envisioned that there is broad consensus on the bulk of the plan and a public transportation mode has been recommended for Scottsdale Road.

TRANSPORTATION COMMISSION

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales

Approximate Meeting Dates: Meeting 4 - December 2006 – January 2007

The Transportation Commission will be advised of the progress of the project at regular intervals throughout the planning process. Their role is to make recommendations and present ideas that they believe will benefit the City.

Meeting 4: HDR will present, for review and comment, the draft Master Plan.

COMMUNITY WORKING GROUP

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales

Approximate Meeting Dates: Meeting 6 – November 30, 2006

Meeting 7 – January 11, 2007

The Community Working Group consists of volunteers who have an interest in the process and will support outreach efforts.

Meetings 6: HDR will present, for review and comment, the draft and final draft Master Plan. This meeting will be held in an open house format with a scheduled presentation(s).

Meeting 7: Wrap-up meeting (if necessary)

CITY COUNCIL**COS Staff Contact:** Teresa Huish**HDR Staff Contact:** Charlie Hales**Approximate Meeting Dates:** Meetings 3 and 4 - January – February 2007

The City Council will be informed of the progress of the project at intervals throughout the planning process. Their role is to provide direction on behalf of the City.

Meeting 3: HDR will present, for review and comment, the draft Master Plan.

Meeting 4: Council action on the final draft Master Plan.

INTER-JURISDICTIONAL COORDINATION**COS Staff Contact:** Teresa Huish**HDR Staff Contact:** Charlie Hales**Approximate Meeting Dates:** Meeting 3 - December 2006 – January 2007

This Group will be informed of the progress of the project at intervals throughout the planning process. Their role is to provide comment and direction on behalf of entity/entities which they represent.

Meeting 3: HDR will present, for review and comment, the draft Master Plan.

END

APPENDIX A – PROJECT TIMELINE

Task	2005		2006											
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Project Administration														
2. Prepare Public Involvement Plan														
3. Conduct Jurisdictional Meetings														
Scottsdale Transportation Commission			X		X	X	X			X	X		X	X
Scottsdale City Council			X	X				X	X	X	X			
Other City Boards and Commissions				X				X		X	X			
Inter-jurisdictional Coordination Group				X							X			
Staff Interdepartmental Team				X					X		X			
Community Working Group	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4. Prepare Collateral Materials														
5. Review Prior Studies and Existing Plans														
6. Research Community Concerns Through Stakeholder Meetings														

Task	2005		2006											
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
7. Conduct Existing Conditions Inventory														
8. Educate/Inform the Public Through Workshops														
9. Create Plan Vision, Goals, and Objectives														
10. Base Future Conditions														
11. Evaluation Measures/Methodology														
12. Alternatives Development Design Workshop														
13. Alternatives Evaluation														
14. Preferred Alternative Open House Meetings														
15. HCT - Purpose and Need Statement														
16. HCT - Evaluation Methodology and Criteria														
17. HCT - Conceptual Screening of Alternatives														
18. HCT – Detailed Definition and Evaluation of Alternatives														
19. HCT - Refinement and Documentation of Locally Preferred Alternative														
20. Scottsdale Airpark Circulation Study														

Task	2005		2006											
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
21. Central Scottsdale Circulation Study														
22. North Area Street Design														
23. Streets Element of the Transportation Plan														
24. Transit Element of the Transportation Plan														
25. Bicycle Element of the Transportation Plan														
26. Pedestrian Element of the Transportation Plan														
27. Implementation and Funding														
28. Draft Transportation Plan														
29. Final Transportation Plan														

APPENDIX B – KEY ORGANIZATIONS, STAKEHOLDER GROUPS AND STAKEHOLDER ORGANIZATIONS

STAFF INTERDEPARTMENTAL TEAM

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales, Courtney Cadice

NAME	Department	Telephone	email
Norm Akin	Streets Maintenance/Streetlights/Signage	2-5634	nakin@ScottsdaleAZ.gov
John Armstrong	Fire	2-7127	jarmstrong@ScottsdaleAZ.gov
Debbie Astin	Transit	2-2526	daustin@ScottsdaleAZ.gov
Peggy Carpenter	Intergovernmental Relations		pcarpenter@ScottsdaleAZ.gov
Michael Clack	Chief Development Officer, Planning and Dev. Services	2-7629	mclack@ScottsdaleAZ.gov
Madeline Clemann	Downtown	2-2732	mclemann@ScottsdaleAZ.gov
Dawn Coomer	Transportation (pedestrian focus)	2-2732	dcoomer@ScottsdaleAZ.gov
Ross Cromarty	Economic Development	2-7315	rcromarty@ScottsdaleAZ.gov
Tim Curtis	Current Planning	2-4210	tcurtis@ScottsdaleAZ.gov
Jim Ford	Fire	2-1804	jford@ScottsdaleAZ.gov
Lusia Galav	Current Planning	2-2506	lgalav@ScottsdaleAZ.gov
Randy Grant	Chief Planning Officer – Planning & Dev. Services	2-7995	rgrant@ScottsdaleAZ.gov
Scott Gray	Airport	2-7735	sgray@ScottsdaleAZ.gov
Don Hadder	Planning	2-2352	dhadder@ScottsdaleAZ.gov
Roxanne Hale	Fire	2-7684	rhale@ScottsdaleAZ.gov
Scott Hamilton	Trails	2-7722	shamilton@ScottsdaleAZ.gov
Teresa Huish	Project Manager, Transportation	2-7829	thuish@ScottsdaleAZ.gov
Reed Kempton	Transportation (bicycle focus)	2-7630	rkempton@ScottsdaleAZ.gov
Phil Kercher	Traffic Engineering	2-7645	pkercher@ScottsdaleAZ.gov

Michelle Korf	Downtown/Arts Liaison	2-2638	mkorf@ScottsdaleAZ.gov
Denise Labrecque	ADA Coordinator	2-2246	dlabrecque@ScottsdaleAZ.gov
Jennifer Lewis	Airport	2-7609	jlewis@ScottsdaleAZ.gov
John Little	Downtown	2-2539	jlittle@ScottsdaleAZ.gov
John Lynch	Transportation	2-7077	jlynch@ScottsdaleAZ.gov
Doug Mann	Water Resources	2-5636	dmann@ScottsdaleAZ.gov
Jim McIntyre	Transportation Public Outreach	2-7640	jmcintyre@ScottsdaleAZ.gov
Dave Meinhardt	Transportation Planning and Transit Director	2-7010	dmeinhardt@ScottsdaleAZ.gov
Rob Millar	Citizen and Neighborhood Resources	2-7251	rmillar@ScottsdaleAZ.gov
Tim Miluk	Human Services (Senior Center)	2-2375	tmiluk@ScottsdaleAZ.gov
Bill Murphy	Community Services	2-7954	bmurphy@ScottsdaleAZ.gov
Mary O'Connor	Transportation General Manager	2-2334	moconnor@ScottsdaleAZ.gov
Frank O'Halloran	Police	2-7016	fohalloran@ScottsdaleAZ.gov
Erin Perreault de Perez	Downtown Planning	2-7093	eperreault@ScottsdaleAZ.gov
Paul Porell	Traffic Engineering	2-7651	pporell@ScottsdaleAZ.gov
Rod Ramos	Road Maintenance	2-5641	rros@ScottsdaleAZ.gov
Decima Sever	Citizen and Neighborhood Resources	2-4126	dsever@ScottsdaleAZ.gov
Dan Worth	CPM	2-2776	dworth@ScottsdaleAZ.gov

BOARDS AND COMMISSIONS

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales

Name	Staff Contact	Phone	Email
Airport Advisory Commission	Scott Gray	2-7735	sgray@ScottsdaleAz.gov
McDowell Sonoran Preserve Commission	Bob Cafarella	2-2577	bcafarella@ScottsdaleAz.gov
Planning Commission	Randy Grant	2-7995	rgrant@ScottsdaleAZ.gov
Scottsdale Cultural Council	Michelle Korf, COS Liaison Frank Jacobson, Cultural Council	2-2638	mkorf@ScottsdaleAz.gov
Transportation Commission	Mary O'Connor	2-2334	moconnor@ScottsdaleAz.gov

JURISDICTIONS

COS Staff Contact: Bridget Schwartz Manock/Peggy Carpenter

HDR Staff Contact: Charlie Hales

Jurisdiction	Contact Person (s)	Telephone	Email
City of Phoenix	Tom Callow, City Manager's Office Ross Streets Transportation Director Debbie Cotton, Phoenix Transit		
Town of Carefree	Gary Neiss, Planning Director Jon Pearson, Town Manager		
Salt River Pima Maricopa Indian Community (PMIP)			
Town of Paradise Valley	Bill Mead, Town Engineer Eva-Maria Cutro, Planning Director Tom Martinson, Town Manager		
City of Tempe	Jeff Kulaga, Community Relations Manager Jyme Sue McLaren		
Town of Fountain Hills	Randy Harrel, Town Engineer Tom Ward, Director of Public Works John Morast, Asst. Public Works Director		
Maricopa Association of Governments	Eric Anderson		
Valley Metro Rail	Wulf Grote		

INFLUENCE LEADERS

COS Staff Contact: Jim McIntyre, Transportation/CAPA
Decima Sever, Citizen and Neighborhood Resources

HDR Staff Contact: Charlie Hales

Entity/Name	Contact Person	Telephone	Email
Coalition of Pinnacle Peak (COPP)	Bob Vairo		
McDowell Sonoran Land Trust	Carla		
North East Property Owners Association (NESPOA)	Dennis Roderigues		
One Scottsdale/Links	Judy Crider		
Scottsdale Chamber of Commerce	Rich Kidder		
Scottsdale Coalition	Nancy Cantor		
Scottsdale Community Council	Lida Stewart		

COMMUNITY WORKING GROUP

COS Staff Contact: Teresa Huish

HDR Staff Contact: Charlie Hales

Name	Representing	Telephone	Email
Marilyn Armstrong	Tonolea Neighborhood		
Marilynn Atkinson	Downtown Merchants		
Nancy Cantor	Scottsdale Coalition		
Carla	MSLT		
Don Couvillion	ASUF		
Janie Ellis	Cattletrack Neighborhood		
Lisa Haskell	Palo Verde Villas/Southern Scottsdale		
Steve Hogan	Scottsdale Ranch area		
Bill Howard	Transportation Commission		
Jim Keeley	Airpark Area		
Graham Kettle	Coalition of Pinnacle Peak		
Rick Kidder	Scottsdale Area Chamber		
Howard Myers	Desert Foothills POA		
Andrea Michaels	Non-motorized transportation/Northern Scottsdale/Airpark/Coronado Foundation		
Yvonne Morrison	Bicycles		
Michael Roberts	DMB		
Dennis Roderigues	Northeast Scottsdale POA		
Garth Saager	McCormick Ranch POA		
Rita Saunders-Hawranik	Scottsdale Coalition		
Matthew Taunton	Transportation Commission		
David Vaughan	Airport		